

CHARGE NUMBER: 1600

PROGRAM TITLE: Smoker Psychology

PROJECT LEADER: W. L. Dunn, Jr.

PERIOD COVERED: May 1 - May 31, 1973

DATE OF REPORT: June 5, 1973

Project Title: Smoking and Rate of Learning Alpha Control  
Written by: W. L. Dunn

With several preliminary sessions on the equipment, the writer has affirmed that the alpha learning phenomena is real. An auxiliary circuit is being added to the equipment for recording cumulative time on target. When readied, more systematic observations will be begun.

Project Title: The Delivery of Inhalation Impact via Vehicles Other Than Nicotine  
Written by: W. L. Dunn

We smoked amongst ourselves some partially (80%?) denicotinized 100% burley cigarettes hoping that there would be residual impact. There was virtually none. Had there been, we would have wanted to exploit this characteristic by designing it into denicotinized cigarettes in order to determine whether smokers smoke for impact per se or use impact as a cue for the presence of nicotine. The project is discontinued until a means for delivering inhalation impact other than via nicotine is available.

Project Title: Another Dilution Control Center for the Smoker  
Written by: W. L. Dunn

Still in very preliminary stages.

Project Title: Arousal & Smoking  
Written by: Frank Ryan

Data gathering continues.

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Project Title: Cigarette Variability  
Written by: Frank Ryan

Cigarettes are now on hand with average delivery just under 11 mg tar. Pack handouts will be made in June to low delivery smokers of the Richmond Product Placement Panel.

Project Title: CIG-1  
Written by: Frank Ryan

Data gathering is underway using local college student smokers who come to the Behavioral Research Lab. Depending on subject availability data should be complete in July.

Smokers take 20 puffs at about one minute intervals, receiving a newly lit fresh cigarette after each two puffs. We are looking for back-off effects on puff volume and duration.

Project Title: Methods Studies  
Written by: Frank Ryan

In two separate methods study tests we have failed to find any presentation procedure which seems more sensitive than any other procedure. When differences in cigarettes were very slight, all methods used showed chance results. When differences were fairly large, all methods used showed significant or near significant differences between products. Next comparison test scheduled is for a moderate difference.

Project Title: Acceptability and Low Delivery Cigarettes (TNT-3)  
Written by: T. R. Schori

Analysis of these data should commence shortly by John Tindall.

Project Title: Smoking and Spare Mental Capacity  
Written by: T. R. Schori

Including pilot subjects, a total of 55 college students have been run in this study so far. One thing is certain: unlike many psychological studies, the students have not found this study monotonous.

Project Title: Tar, Nicotine, and Smoking Behavior (TNT-4)  
Written by: T. R. Schori

Cigarettes for the fourth week have just been sent out to the RP<sup>3</sup> panelists participating in this eight-week study. Thus far the study seems to be running reasonably smoothly.

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Project Title: Nicotine Optimazation in Menthol Cigarettes  
(MN-2)

Written by: T. R. Schori

This study was designed to identify nicotine delivery levels which might feasibly be utilized in Alpine-like 85 mm menthol cigarettes. Six nicotine deliveries were tested on 70 POL/SEF panelists ~ 1.09, 1.35, 1.54, 1.79, 1.86, and 2.08 mg. Preliminary data analysis indicates that the lowest delivery was most acceptable with acceptability declining with increasing nicotine. A brief report is being written.



/jlh

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